

# **WGN Television 9 Baseball Capital Of The World**

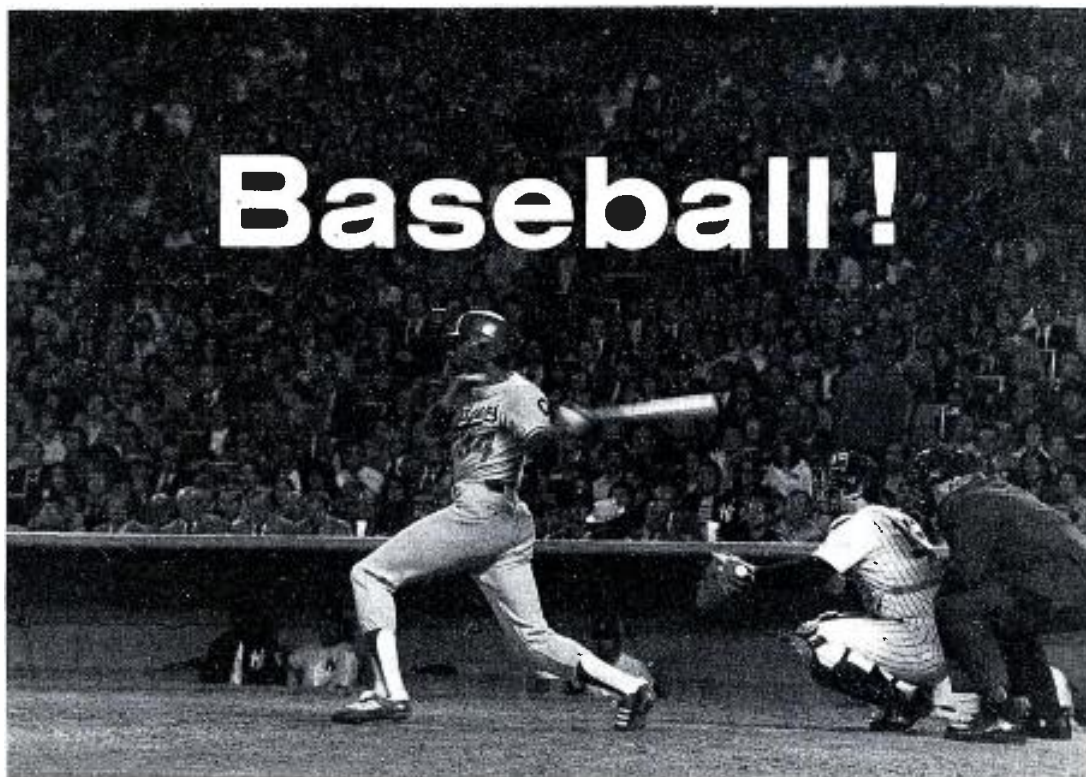
Ever since 1948, just days after WGN-TV went on the air, more major league baseball games have been aired on Channel 9 than any other television station in the world!

As we enter the '80's, WGN Television 9 will continue to bring fans the very best in televised baseball. Quite simply, that's been our commitment for the past 32 seasons—and we're looking forward to many, many more for the greatest fans in all of baseball!

## **Chicago Cubs and WGN Television 9**

**"We're a Team!"**





## Rights go out of the park

**Payments by broadcasters to teams and leagues top \$80 million for a 47% increase from 1979**

The cost of living in the major league baseball parks will go up 47% in the 1980 season for radio and television.

Total rights payments of \$80,225,000 will be paid the American and National Leagues and local clubs by broadcasters covering the play-by-play. That is \$25,725,000 more than the \$54,500,000 figure when the 1979 season opened.

As expected, the biggest chunk—\$18 million—of the increase stems from new TV contracts with the networks, consummated after the season started last spring (BROADCASTING, April 30, 1979).

Accordingly, NBC-TV will be in the first year, and ABC-TV in the second, of new pacts under which they will pay an estimated \$185 million for television rights through 1983. NBC-TV, which paid approximately \$42.8 million over four years of the old contract, is paying an estimated \$90 million under the new, while ABC-TV, which paid \$50 million under the old, is paying approximately \$95 million under a contract that superseded the old one last year.

Broadcast rights payments at the local level are going up at a pace only slightly less spectacular. They will increase 20% to

\$38,650,000 from \$31,225,000 in 1979. That is by far the most sizable annual increase for baseball at the local level. It follows a spate of renewals and new contracts, many multiyear, at the end of last season.

Looking first at the network plans:

ABC-TV has revised its schedule of games to concentrate *Monday Night Baseball* on the five Mondays in June and then pick up with eight late-season games on Sunday afternoons starting Aug. 17. The Monday-night games will start at 8:30 p.m. NYT, a half-hour later than last year. Most of the Sunday-afternoon contests will start at 3 o'clock.

Under the alternating pattern followed in recent years, ABC-TV will have this year's All Star game (July 8) and the American and National league championship series (starting Oct. 7), while NBC-TV will have the World Series.

ABC reports the Monday-night and Sunday games sold out and the others substantially so. Thirty-second announcements are pegged at \$42,000 in the Monday-night games, compared with \$31,000 last year, while the new Sunday series is pegged at \$17,500 per 30. For the All Star game the pricing is \$110,000 per 30, up from \$90,000 on NBC last year. For the league playoffs, 30's are priced at \$75,000 for prime-time games, \$42,000 for

weekend games and \$22,000 for weekday games.

Among major sponsors signed are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (J. Walter Thompson), Allstate insurance (Leo Burnett) and Texaco (Benton & Bowles).

NBC's *Saturday Game of the Week* will encompass 26 telecasts, starting April 12. Thirty-second announcements are priced at \$25,000, up from about \$22,500 last year, and major sponsors include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett), Black & Decker (BBDO), Borden (Conahay & Lyon), J.C. Penney Co. (McCaffrey & McCall), Firestone (Paul Schuman Co.) and Kentucky Fried Chicken (Young & Rubicam).

For the World Series, 30-second prices average about \$125,000, up from \$100,000 on ABC last year. Major advertisers on board include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett) and RCA (Burnett).

If the World Series goes to seven games, NBC-TV hopes to have five of them in prime time, the others in weekend daytime. The first game will be Tuesday, Oct. 14, 8 p.m. NYT.

The memory of ABC-TV ratings suc-



cess in the World Series last fall is still fresh, particularly the numbers for the final game on a Wednesday night in October. ABC-TV said the climax to Pittsburgh's comeback—from a three-to-one game deficit against Baltimore—was witnessed by the largest Series audience ever with 80 million people watching all or part of the game. A record number of households also was claimed: 25,150,000 per average minute.

(The highest-rated game, however, remains the seventh in 1975, between Cincinnati and Boston, which earned a 39.6 rating and 60 share. Since then Nielsen has increased the number of viewers attached to a ratings point, accounting for ABC's new record numbers.)

CBS Radio has packaged its baseball commercials differently this year, but prices, on average, are up 15%-18% from last year. The package, priced at \$230,000, includes a minimum of 50 30-second spots in *Pennant Race Fever*, a weeklong special with Curt Gowdy covering the division playoffs; the American and National League championships; *The Wonderful World of Baseball*, a pre-Series weekend special with Win Elliot, and the World Series. This is what CBS Radio calls its maximum/minimum package; if the World Series goes beyond four games, for example, the advertisers' participation continues in the extra games at no extra charge.

CBS Radio also is introducing this year

### It's going, going, going ...

How the radio-TV rights paid to the major leagues rose in the last decade, as ported annually in *BROADCASTING*:

1971.....	\$40,451,000
1972.....	41,185,000
1973.....	42,385,000
1974.....	43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000
1980.....	80,225,000

*Baseball Preview*, a five-part special scheduled March 31-April 4 with Curt Gowdy covering the final week of spring training and offering predictions on the outcome of the 1980 race. CBS Radio will also cover the All Star game.

Although the network said it could not yet identify its baseball advertisers, James A. Joyella, vice president and general sales manager, said sales were going well. "Baseball has been a consistent sell-out on the CBS Radio network over the last several years with a wide range of advertisers being attracted by the cost efficiency of radio," Joyella said. "In fact, the 1980 events are selling well ahead of pace."

CBS Radio officials said previously unreleased results of a special study conducted by Opinion Research Corp. showed that the 1979 World Series attracted a radio audience of 47 million adults aged 18 and over, or 31% of all adults, and that they reported listening to an average of 3.3 games of the seven-game series.

At the local level in the National League:

■ Pittsburgh—The champion Pirates not only took all the marbles on the field last year but also negotiated a new three-year contract with KDKA-AM-TV there. The arrangement, which includes extensive promotion and merchandising and joint community projects, was described by Jack Schrom, Pirates vice president of public relations and marketing, as "one of the best broadcast packages and working arrangements in baseball." It is understood that the new rights amount to \$1.7 million per year, up from \$1.2 million.

A KDKA spokesperson pointed out that Pirates' selling in midwinter is usually slowed by the attention-getting heroics of the professional football Steelers there, but that 1980 sales have vastly improved. KDKA-TV underscored that and said Pirates baseball is almost sold out.

■ St. Louis—The call letters and the

Text continues on page 38; for team-by-team breakdowns of the local radio and television baseball story, see page 36.

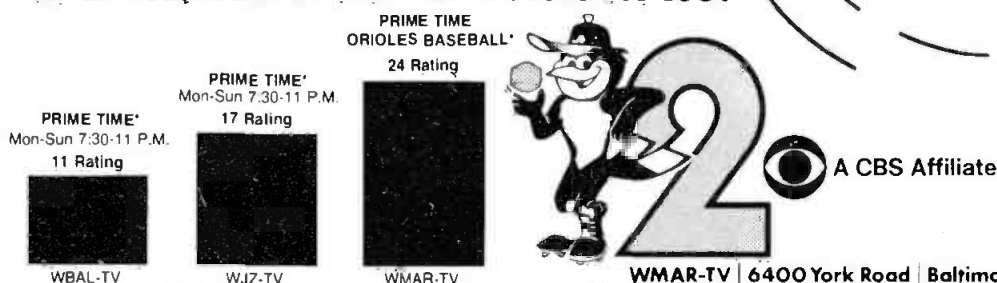
## Last Baseball Season, This Bird Out Slugged the Prime-Time Competition!\*

In 1979, the American League Champion Baltimore Orioles were the winningest team in Major League Baseball.

Their record season brought incredible fan support, and WMAR-TV's televised prime-time Orioles Baseball outdelivered Baltimore's 2 other network affiliates in prime-time.

In 1980, Oriole fever is even hotter. And the WMAR-TV Orioles network is even bigger.

### Catch Oriole Fever and Let It Score for You!



\*Source: May and July 1979 Arbitron Reports for Baltimore

Represented nationally by Katz American Television.

# PLAY BY PLAY BY PLAY BY CBS RADIO SPORTS

Have we got a baseball lineup for you! This summer the CBS Radio Network will bring millions of listeners the top events...



**THE  
WORLD  
SERIES**

**THE  
ALL-STAR  
GAME**

**AMERICAN  
& NATIONAL  
LEAGUE  
CHAMPION-  
SHIPS**

What's more, we showcase these events with special reports. The five-part Baseball Preview with Curt Gowdy March 31-April 4. Pennant Race Fever with Curt Gowdy again from September 30 to October 3. And then that classic weekend special, The Wonderful World of Baseball with Win

Elliot on October 4 and 5.

Now there's a lineup of tune-in opportunities. To reach huge audiences (like the 1979 World Series, which alone drew 47,000,000 different adults). To develop effective merchandising tie-ins. Above all, to give you the competitive edge.

**CBS RADIO NETWORK**   
**The Competitive Edge**

Source: World Series ORC Nov. '79, General Public Caravan Survey.  
Audience figures are estimates subject to qualifications available on request.